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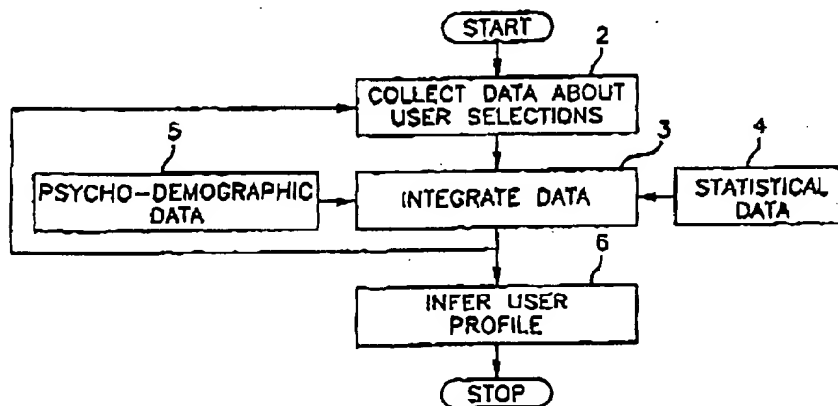
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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification: G06F 17/60	A1	(11) International Publication Number: WO 00/33224 (43) International Publication Date: 8 June 2000 (08.06.00)
(21) International Application Number: PCT/US99/28335 (22) International Filing Date: 30 November 1999 (30.11.99) (30) Priority Data: 60/110,301 30 November 1998 (30.11.98) US (71) Applicant (for all designated States except US): INDEX SYSTEMS, INC. (-/-); P.O. Box 71, Craigmuir Chambers, Road Town, Tortola (VG). (72) Inventor, and (73) Inventor/Applicant (for US only): YUEN, Henry, C. [US/US]; 135 N. Los Robles Avenue, Suite 870, Pasadena, CA 91101 (US). (74) Agent: TABANDEH, Raymond, R.; Christie, Parker & Hale, LLP, P.O. Box 7068, Pasadena, CA 91109-7068 (US).		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, HU, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BI, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TO). Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: SMART AGENT BASED ON HABIT, STATISTICAL INFERENCE AND PSYCHO-DEMOGRAPHIC PROFILING



(57) Abstract

A smart agent (SA) is provided which resides locally in a local client device and by iterative means integrates the habit, statistics and psycho-demographic information of a user to infer the user's preferences. The SA may also utilize the preferences to filter information delivered to the local device. The invention further discloses a means of collecting, combining, integrating and inferring information from the user to arrive at a psycho-demographic profile of the user, and a means of utilizing such psycho-demographic profile to select or filter information delivered to the user, thereby achieving targeting. The invention also discloses a means of classifying and identifying the information delivered so that it can be matched, filtered or selected.